



Date: April 29, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending April 29, 2005

The following weekly update highlighting various activities for the week ending April 29, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

City Manager

The Long Beach Area Council of Boy Scouts named City Manager Gerald R. Miller the 2005 Distinguished Citizen of the Year on Thursday, April 28. Mr. Miller's work on Naval Reuse was cited by Port Commissioner James Hankla: "During the 90s, the decision of the Defense Base Closure and Realignment Commission to close the Long Beach Naval Station, Naval Shipyard and Naval Hospital were mitigated by Mr. Miller's efforts to determine innovative reuse strategies – strategies that resulted in a strong economic rebound for our Long Beach community. His efforts during this time especially distinguish his life-long career of public service."

City Manager

City departments continue work in the development of a comprehensive performance management system that will help City employees focus on the City Council and community's priorities, and better communicate the value of the services the City provides to the community. This effort, called *Focus on Results (F.O.R.) Long Beach*, provides a new, integrated approach to City planning, budgeting, decision-making, and service delivery efforts. This effort will help employees focus on achieving City Council and community priorities.

City Manager-directed departments are completing the development of draft program structures for incorporation into the Fiscal Year 2005-2006 (FY 06) Budget. This work is critical to the successful transition from the City's traditional organization-based budget to a performance-based program budget in FY 06.

Financial Management, Technology Services

The Utility Services Division, in cooperation with Technology Services, has launched a program that will expand existing 24-hour services to additional utility customers. Currently, 38,000 credit card payments annually are accepted through automated services available 24 hours a day via telephone and the City's website. In three months, when the initiative is completed, it will be possible for an additional 32,000 credit card payments to be made annually.

MAJOR WEEKLY HIGHLIGHTS (continued)

Parks, Recreation and Marine

Special Events and Filming, and Community Recreation Programs Bureaus

The first Cambodian New Year Parade in Long Beach, with an estimated attendance of 10,000, took place on Anaheim between Orange and Temple Avenues on April 24. The Martin Luther King, Jr. Park Drill Team and Drum Squad participated in this new event.

UPCOMING EVENTS AND PROJECTS

Public Works, Environmental Services Bureau

In support of the City's goal to provide a cleaner and safer community, the Environmental Services Bureau has been sponsoring litter cleanup events in each Council District. Cleanups in Council Districts 3, 4 and 5 are planned for **Saturday, April 30**. Volunteers can check out the website at www.litterfreelb.org or call 570-2850. To date, bureau staff has coordinated successful cleanups in Council Districts 1, 2, 6, 7, 8 and 9.

Parks, Recreation and Marine, Community Recreation Programs Bureau

Over 500 regional adaptive recreation athletes, including 100 from Long Beach, will take part in the Long Beach Special Olympics Area Games on **April 30**, participating in basketball, gymnastics, track and field, and aquatics. The Long Beach Fire Fighters Association will provide lunch and after the competition, athletes and volunteers can enjoy a dinner and dance at the Long Beach Association for Retarded Citizens.

Fire

The Alisa Ann Ruch Burn Foundation annual fundraiser burn relay to increase awareness of fire and burn safety will be held on **April 30**. The Foundation visits fire departments in Southern California to honor and thank fire fighters who donate time and money for its burn survivor projects. The Fire Department will welcome the relay to the city with a Long Beach antique fire engine and proceed to Fire Station 1 where Deputy Chief Scott Giles will make a check presentation to the foundation on behalf of the Long Beach Fire Fighters Local 372 and Friends of the Long Beach Fire Fighters.

Library Services, Main Library

New Exhibits May 2 – June 30

Night Sky Gallery; Astronomy and Desert Landscape Photography by Wally Pacholka

Lobby Gallery: Mr. Pacholka's photography, which combines desert scenery and the night sky, has won numerous awards, including Time Life Picture of the Year.

Urban Views; Mixed Media by Joseph Van Hooten

Lower Level Gallery: Mr. Van Hooten portrays multiple figures in urban landscapes implying various relationships and narratives.

Cosmogony in Three Parts; Drawings by Joseph Van Hooten

Children's Gallery, Main Level: Three panels using repeated shapes and forms organized from chaos to meaning and connection.

UPCOMING EVENTS AND PROJECTS (continued)

Library Services, Main Library

New Exhibits May 2 – June 30

Reading Dolls; Presented by Stephanie Spika

Glass Cases, Main Level: Ms. Spika's exhibit illustrates how dolls tell stories and also inspire them.

For further information, call Ruth Stewart, Long Beach Public Library, 570.6700.

Parks, Recreation and Marine, Planning and Development Bureau

The official opening of Burton Chace Park will take place on **May 7**. New spray nozzles have been installed in the water play feature, concrete has been poured, and the lawn is ready to go.

City Manager

The *Enough is Enough* Telethon, **May 12 to 14**, will feature the latest strategies to combat youth and gang violence in Long Beach and a 90-minute interactive town hall meeting. The telethon will be aired live on local Charter Communications Channels 3, 8, 15 and 24. Replays will be aired in the future.

Health and Human Services

On **May 14** DHHS is co-sponsoring a health fair entitled *A Healthy Mind and Healthy Body* for the mental health needs of the Latino community in Long Beach. HIV testing, depression screening, blood pressure tests, and other health screenings will be available and will be held at the main health facility.

Community Development, Neighborhood Services Bureau

A **May 16** *Budgeting 101* Workshop will provide an opportunity for residents to learn about the City's budget, budgeting process, and the Three-Year Financial Strategic Plan directly from representatives of the Department of Financial Management. The workshop will be conducted in English with Spanish and Khmer translation. For more information, please contact JoAnn Rojas at 570.1010 or JoAnn.Rojas@longbeach.gov.

AWARDS

Police

THREE-PEAT! The Long Beach Police Department entered two teams in the 21st Annual Baker to Vegas Challenge Cup, a 126-mile Relay consisting of 228 law enforcement teams. The result? A "Three-Peat" victory - for the third year in a row, the Mixed Team took first place. The 1000 Team came in sixth place for the second consecutive year.

PUBLIC SAFETY

Community Development, Neighborhood Services Bureau

On April 23, Code Enforcement Division staff began the annual inspection of over 450 vacant lots. With the record rain, there are significant problems with weeds, as well as the ongoing problems with illegal dumping. Of the 250 inspections conducted, 175 (or 70 per cent) of the lots had be cleaned and 50 code enforcement cases were opened.

PUBLIC SAFETY (continued)

Fire Department

The Fire Department responded to a total of 1,373 emergency calls for service: 124 calls for fires, of which 23 involved structures; and 677 emergency medical calls, of which 501 required paramedics.

Police

Citywide, police officers responded to 767 priority one, 1,772 priority two, and 11,867 priority three calls for service, for a total of 14,406 for the reporting period. Police officers made 406 arrests, issued 649 citations and conducted 347 field interviews.

In response to ongoing community concerns and complaints about prostitution, on April 26 the Vice Detail conducted a John Program in the 2000 block of E. Anaheim Street. Using undercover female officers, posing as prostitutes, officers arrested 15 males for prostitution-related offenses.

On April 30, from 4:00 p.m. to 10:00 p.m., the Long Beach Police Department will conduct a Driving Under the Influence (DUI) and Drivers License Checkpoint. The checkpoint will be located on Anaheim Street at Freeman Avenue. The "In-car-ceration" display will also be at the location. This display utilizes a fabricated portable jail cell with a vehicle impounded inside. A banner reads (in English and Spanish), "No License, No Vehicle, No Exceptions." The checkpoint is funded through a grant provided by the California Office of Traffic Safety.

NEIGHBORHOODS

Parks, Recreation and Marine, Planning and Development Bureau

On May 9, construction is scheduled to begin on the Cesar Chavez Amphitheater, located adjacent to the existing recreation center at Cesar Chavez Park. The descending Amphitheater will have a central stage, with grassy spiral-shaped terraces diminishing down to the stage in a nautilus design. The Amphitheater will host a wide variety of community events, including plays, concerts and children's programs.

Community Development, Redevelopment Bureau

The Redevelopment Agency has collaborated with Jordan High School and the North Project Area Committee to place murals on four utility boxes. The art project ties into the greater revitalization efforts planned for the North Long Beach Redevelopment Project Area on Atlantic Ave., from 56th St. to South St. For information, contact 570.7742 or Aldo_Schindler@longbeach.gov

Health and Human Services

The *Healthy Active Long Beach Program* conducted a healthy cooking demonstration and food-tasting event on April 27 at the main health facility so that clients and staff could learn more about healthy eating habits.

NEIGHBORHOODS (continued)

Library Services

The third annual Long Beach high school Poetry Slam was held at the Main Library on April 4. Long Beach Polytechnic, Cabrillo, Lakewood, and Renaissance Academy High Schools participated, and approximately 75 people attended the event, which was judged by the teen services librarians of Burnett, North, and Main Libraries. Renaissance Academy claimed first place, with Long Beach Polytechnic a strong second place winner. Barnes and Noble, California State University and the Long Beach Public Library partner to support this program, and team members received gifts from the sponsors.

On April 9 the Library presented three early literacy workshops to 700 educators at the 6th Annual B.E.S.T. (Building Educational Success Through the Arts) Conference held at Cabrillo High School. The annual conference provided Early Childhood Educators the newest and most effective educational standards-based techniques for integrating the visual and performing arts into preschool curriculum. Sponsored by the Earl B. and Loraine H. Miller Foundation; the Long Beach Museum of Art Foundation; Don Knabe, Supervisor of the Fourth District, County of Los Angeles; and LBUSD Head Start.

Parks, Recreation and Marine, Maintenance Operations Bureau

The Heartwell Golf Course driving range will be closing for two to three weeks for a major facility renovation project. Many of the 50-foot tall wooden poles were snapped off by a microburst during the January storms. The remaining wooden poles will be removed and replaced with new steel poles with protective netting. The range landing area will be enhanced with elevated target greens.

Parks, Recreation and Marine, Planning and Development Bureau

Renovations at Wardlow Park included installation of two new wheelchair-accessible drinking fountains, and the pouring of concrete for walkways and access ramps for the restrooms. The accessibility improvements to the interior of the restrooms have also been completed. The pedestrian walkways along Eliot Street, and access walkways and ramps to the restrooms, drinking fountains, and the new picnic area under the palm trees have been completed at Marina Vista Park. Tables have been installed in the new picnic area in Martin Luther King, Jr. Park. Work continues on the new drinking fountain at Los Cerritos Park.

ECONOMIC DEVELOPMENT

Community Development, Economic Development Bureau

On April 14, the Economic Development Bureau hosted its second citywide meeting in the development of the Jobs and Business Strategy. Over 40 residents, business owners and community leaders participated in a discussion of economic goals and priorities for the City of Long Beach.

The City's Enterprise Zone Tax Incentive Program continues to benefit the local business community. In Long Beach, 44 companies received 1,631 Enterprise Zone vouchers for each economically disadvantaged person that was hired in March.

April 29, 2005

Page 6

SPECIAL EVENTS

Fire

Staff participated in the American Cancer Society's annual *Relay for Life* fundraiser, a 24-hour event held at CSULB from April 22 to April 23. Over a thousand people walked or ran on a track for 24 hours. The Fire Department independently raised over \$2,000 and the entire event collected over \$150,000 for cancer research.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On April 23, more than 800 people celebrated Earth Day at El Dorado Nature Center with activity tables on the two and one-half miles of trails. Volunteers from the *Sharing Nature in the City* program shared fun facts about the plants and animals found in the Nature Center, while the resident butterfly expert delighted visitors with an up-close glimpse of these ephemeral creatures.

On April 23 and 24, approximately 100 college students participated in the 40th Annual Western Regional Collegiate Archery Championship at the Archery Range in El Dorado East Regional Park.

Parks, Recreation and Marine, Special Events and Filming Bureau

Approximately 2,000 people watched the jet-ski racing event at the Granada Beach north ramp on April 23 and 24. Everclear Promotions 2005 Intensity Tour sponsored the event.

CBS Productions, with a cast and crew of 75, filmed a TV show "CSI Miami," on April 25 and 26 at Mercury Air, Shoreline Park, and Queensway Drive.

OTHER ITEMS OF NOTE

From April 17 to April 23, the Gas Services Bureau completed a total of 2,787 service calls. This total included 872 Gas and Water Utility Turn Ons, and 794 Turn Offs. During this period, 970 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 151-meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 368 emergency phone calls that resulted in responding to 81 emergency orders.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Manager of Government Affairs
Jyl Marden, City Council Liaison